

## CLAIMS

1. A method, comprising:
  - establishing data sessions to receive orders of print device consumable products for one or more print systems;
  - during the data sessions, obtaining usage parameters relating to print device components associated with the different print systems;
  - calculating consumable product usage by the print systems over time as a function of the usage parameters obtained during a plurality of the data sessions; and
  - initiating promotional actions directed to operators of particular print systems in response to changes in consumable product usage by said particular print systems.
2. A method as recited in claim 1, wherein the usage parameters comprise parameters indicating levels of print device consumable products.
3. A method as recited in claim 1, wherein the usage parameters comprise parameters indicating current remaining levels of print system toner.
4. A method as recited in claim 1, wherein the usage parameters comprise parameters indicating numbers of pages printed.
5. A method as recited in claim 1, wherein said initiating is performed only if consumable product usage changes by a predetermined amount.

6. A method as recited in claim 1, wherein said initiating is performed only if consumable product usage changes by a predetermined percentage.

7. A method as recited in claim 1, wherein the promotional actions comprise:

composing graphical usage charts based on the usage parameters;

sending the graphical usage charts to the operators of said particular print systems.

8. A method as recited in claim 1, wherein the promotional actions comprise:

composing graphical usage charts based on the usage parameters, the graphical usage charts indicating printed page counts over sequential time periods; and

sending the graphical usage charts to the operators of said particular print systems.

9. A method as recited in claim 1, wherein the promotional actions comprise contacting the operators to propose alternative purchase contracts for consumable products.

10. A method as recited in claim 1, wherein the promotional actions comprise notifying the operators of changes in their usage of the consumable product.

11. A method as recited in claim 1, wherein obtaining usage parameters comprises obtaining said usage parameters from memory that is associated with the consumable products.

12. A method as recited in claim 1, wherein obtaining usage parameters comprises obtaining said usage parameters from memory that is incorporated with the consumable products.

13. A network server comprising:

an order processing component that receives orders of print device consumable products for different print systems from network clients;

a product information component that operates in conjunction with the order processing component to receive usage parameters from print components associated with the different print systems;

a promotion initiation component that monitors consumable product usage by the print devices over time as a function of the received usage parameters; and

wherein the promotion initiation component initiates promotional actions directed to operators of particular print systems in response to changes in consumable usage by said particular print systems.

14. A network server as recited in claim 13, wherein the usage parameters comprise parameters indicating levels of print device consumable products.

15. A network server as recited in claim 13, wherein the usage parameters comprise parameters indicating current remaining levels of print system toner.

16. A network server as recited in claim 13, wherein the usage parameters comprise parameters indicating numbers of pages printed.

17. A network server as recited in claim 13, wherein the promotion initiation component initiates the promotional actions only if consumable product usage changes by a predetermined amount.

18. A network server as recited in claim 13, wherein the promotion initiation component initiates the promotional actions only if consumable product usage changes by a predetermined percentage.

19. A network server as recited in claim 13, wherein the promotional actions comprise:

composing graphical usage charts based on the usage parameters;

sending the graphical usage charts to the operators of said particular print systems.



25. One or more computer-readable media containing computer-executable instructions are executable to perform actions comprising:

establishing data sessions to receive orders of print device consumable products for one or more print systems;

during the data sessions, obtaining usage parameters relating to print device components associated with the different print systems;

calculating consumable product usage by the print systems over time as a function of the usage parameters obtained during a plurality of the data sessions; and

determining whether consumable product usage in a particular print system has changed by a predetermined amount; and

if consumable product usage in the particular print system has changed by the predetermined amount, initiating promotional actions directed to an operator of said particular print system.

26. One or more computer-readable media as recited in claim 25, wherein the usage parameters comprise parameters indicating levels of print device consumable products.

27. One or more computer-readable media as recited in claim 25, wherein the usage parameters comprise parameters indicating current remaining levels of print system toner.

28. One or more computer-readable media as recited in claim 25, wherein the usage parameters comprise parameters indicating numbers of pages printed.

29. One or more computer-readable media as recited in claim 25, wherein said predetermined amount comprises a predetermined percentage of previous usage.

30. One or more computer-readable media as recited in claim 25, wherein the promotional actions comprise:

composing graphical usage charts based on the usage parameters;  
sending the graphical usage charts to the operators of said particular print systems.

31. One or more computer-readable media as recited in claim 25, wherein the promotional actions comprise:

composing graphical usage charts based on the usage parameters, the graphical usage charts indicating printed page counts over sequential time periods; and  
sending the graphical usage charts to the operators of said particular print systems.

32. One or more computer-readable media as recited in claim 25, wherein the promotional actions comprise contacting the operators to propose alternative purchase contracts for consumable products.

33. One or more computer-readable media as recited in claim 25, wherein the promotional actions comprise notifying the operators of changes in their usage of the consumable product.

